



FACULTY OF CIVIL ENGINEERING

DIPLOMA IN CIVIL ENGINEERING (EC110)

EC1102E

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME: HANDY ENTERPRISE

PRODUCT NAME: WORKING GLOVE FOR CONSTRUCTION

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EXECUTIVE SUMMARY

This business is based on partnership which is consist of five members which hold important position in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. This business capital is amount to RM100 000.00.

Our working glove is for construction working that is convenience for every construction workers. This glove is very rare because it is made from Kevlar Cut Resistance that is a very strong fibre and long lasting.

Handy Enterprise is a company which is selling high quality handmade glove in Johor. This glove is needed for every construction place in Johor as Johor is one place where all the buildings are rised and many constructions.

The glove is made in standard size which is can fit with any hands. Our glove colour is consist two colours, yellow and blue. We sell and supply the glove at supermarket, hardware stores, contractor company and shopping mall. Our price is also affordable and nice to supply especially for contractor company.

Based on the objectives above, we are involve in supplying glove in many places. This glove has the potential for being a profitable business if it is done in modern way with systematically managed.

We will aspect our business will become more developed in the near future because it is the new innovation in glove. This will give advantage for us to make our product stable in the long run.